

1. A method for transmitting information to a wireless device comprising:

- determining a current location of the wireless device;
- determining whether the current location is within a proximity to a target location;

and

- if the current location is within the proximity to the target location, then transmitting information to the wireless device on offerings available at the target location.

1           3.       The method of claim 2, wherein the scheduled event records are part of  
2 calendar information for the user.

4. The method of claim 2, further comprising:

- providing a data structure indicating a plurality of time periods during which offerings are available at the target location;
- determining whether the user is available to visit the target location within one of the time periods indicated in the data structure, wherein the information is not transmitted if the user is not determined to be available to visit the target location during one of the time periods indicated in the data structure.

1           5.       The method of claim 4, wherein the data structure further includes  
2 information for each time period on offerings available at the target location during the

3 time period, wherein transmitting the information to the wireless device comprises  
4 transmitting the information indicated in the data structure for one time period during  
5 which the user of the wireless device is determined to be available to visit the target  
6 location.

1 6. The method of claim 1, wherein the offerings available at the target  
2 location comprise at least one of goods and services.

1 7. The method of claim 1, further comprising:  
2 accessing information indicating personal preferences of a user of the wireless  
3 device; and  
4 determining whether the offerings at the target location match at least one  
5 personal preference indicated by the user, wherein the information is transmitted if the  
6 offerings at the target location match one personal preference indicated by the user.

1 8. The method of claim 1, wherein the operations are performed in response  
2 to a push action.

1 9. The method of claim 1, wherein the operations are performed in response  
2 to a pull action at the wireless device.

1 10. A method for transmitting information to a wireless device comprising:  
2 determining a current location of the wireless device;  
3 providing a data structure including event information for each of a plurality of  
4 events that occur at event locations;  
5 determining whether the current location is within a proximity to at least one of  
6 the event locations; and

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7 if the current location is within the proximity to at least one event location, then  
8 transmitting event information to the wireless device for the at least one event location  
9 that is within the proximity to the wireless device.

1 11. The method of claim 10, further comprising:  
2 accessing event preference information provided by a user of the wireless device  
3 indicating events the user selected, wherein determining whether the current location  
4 within the proximity to at least one event location further comprises determining whether  
5 the event at the event location within the proximity to the current location is indicated in  
6 the event preference information, and wherein the transmitted information is for at least  
7 one event indicated in the event preference information.

1 12. The method of claim 10, further comprising:  
2 determining, for all the determined events at event locations within the proximity  
3 to the current location, an optimal order in which the events should be visited based on  
4 the event locations and the current location; and  
5 generating information indicating the optimal order in which the events at the  
6 event locations should be visited, wherein the generated information is transmitted to the  
7 wireless device.

1 13. The method of claim 10, further comprising:  
2 determining a wait time at each event whose event location is within the  
3 proximity to the current location; and  
4 determining whether the wait time for each event exceeds a wait threshold,  
5 wherein the event information is not sent for each event having the wait time that exceeds  
6 the wait threshold.

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1           14.    The method of claim 10, further comprising:  
2           for each wireless device, gathering data on event locations where the wireless  
3   device was located and a time the wireless device was located at the event location.

1           15.    A method for processing information at a wireless device, comprising:  
2           receiving information broadcasted within a defined region on event offerings at a  
3   target location for an event time period;  
4           accessing scheduled event records for a user of the wireless device, wherein each  
5   scheduled event record indicates one event scheduled for a calendar time period;  
6           processing the scheduled event records for the user to determine whether the user  
7   is available during the event time period; and  
8           presenting the information to the user if the user is determined to be available  
9   during the event time period.

1           16.    The method of claim 15, further comprising:  
2           providing information on user preferences;  
3           determining whether the received information satisfies one user preference,  
4   wherein the information is not presented to the user if the received information does not  
5   satisfy one user preference.

1           17.    A method for processing information at a wireless device, comprising:  
2           receiving transmission of event information for a plurality of events that occur at  
3   event locations;  
4           providing a list of user selected events;  
5           determining whether the event information is for one event on the list of user  
6   selected events; and  
7           presenting the received event information for each event that is determined to be  
8   on the list of user selected events.

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1        18.    The method of claim 17, further comprising:  
2        determining a current location of the wireless device; and  
3        determining whether the event location is within a proximity to the current  
4 location, wherein the received event information is not presented if the current location is  
5 not within the proximity to the event location.

1        19.    The method of claim 17, wherein the event comprises an activity at an  
2 amusement park.

1        20.    A system for transmitting information to a wireless device comprising:  
2        means for determining a current location of the wireless device;  
3        means for determining whether the current location is within a proximity to a  
4 target location; and  
5        means for transmitting information to the wireless device on offerings available at  
6 the target location if the current location is within the proximity to the target location.

1        21.    The system of claim 20, further comprising:  
2        means for accessing scheduled event records for a user of the wireless device,  
3 wherein each scheduled event record indicates one event scheduled for a calendar time  
4 period;  
5        means for processing the scheduled event records for the user to determine  
6 whether the user is available to visit the target location, wherein the information is not  
7 transmitted if the user is not determined to be available to visit the target location.

1        22.    The system of claim 21, wherein the scheduled event records are part of  
2 calendar information for the user.

1        23.    The system of claim 21, further comprising:  
2 a computer readable medium;

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3 means for providing a data structure in the computer readable medium indicating  
4 a plurality of time periods during which offerings are available at the target location;  
5 means for determining whether the user is available to visit the target location  
6 within one of the time periods indicated in the data structure, wherein the information is  
7 not transmitted if the user is not determined to be available to visit the target location  
8 during one of the time periods indicated in the data structure.

1 24. The system of claim 23, wherein the data structure further includes  
2 information for each time period on offerings available at the target location during the  
3 time period, wherein the means for transmitting the information to the wireless device  
4 transmits the information indicated in the data structure for one time period during which  
5 the user of the wireless device is determined to be available to visit the target location.

1 25. The system of claim 20, wherein the offerings available at the target  
2 location comprise at least one of goods and services.

1 26. The system of claim 20, further comprising:  
2 means for accessing information indicating personal preferences of a user of the  
3 wireless device; and  
4 means for determining whether the offerings at the target location match at least  
5 one personal preference indicated by the user, wherein the information is transmitted if  
6 the offerings at the target location match one personal preference indicated by the user.

1 27. The system of claim 20, wherein the operations are performed in response  
2 to a push action.

1 28. The system of claim 20, wherein the operations are performed in response  
2 to a pull action at the wireless device.

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1        29.    A system for transmitting information to a wireless device comprising:  
2        a computer readable medium;  
3        means for determining a current location of the wireless device;  
4        means for providing a data structure in the computer readable medium including  
5 event information for each of a plurality of events that occur at event locations;  
6        means for determining whether the current location is within a proximity to at  
7 least one of the event locations; and  
8        means for transmitting event information to the wireless device for the at least one  
9 event location that is within the proximity to the wireless device if the current location is  
10 within the proximity to at least one event location.

1        30.    The system of claim 29, further comprising:  
2        means for accessing event preference information provided by a user of the  
3 wireless device indicating events the user selected, wherein the means for determining  
4 whether the current location within the proximity to at least one event location  
5 determines whether the event at the event location within the proximity to the current  
6 location is indicated in the event preference information, and wherein the transmitted  
7 information is for at least one event indicated in the event preference information.

1        31.    The system of claim 29, further comprising:  
2        means for determining, for all the determined events at event locations within the  
3 proximity to the current location, an optimal order in which the events should be visited  
4 based on the event locations and the current location; and  
5        means for generating information indicating the optimal order in which the events  
6 at the event locations should be visited, wherein the generated information is transmitted  
7 to the wireless device.

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1           32.    The system of claim 29, further comprising:  
2                means for determining a wait time at each event whose event location is within  
3 the proximity to the current location; and  
4                means for determining whether the wait time for each event exceeds a wait  
5 threshold, wherein the event information is not sent for each event having the wait time  
6 that exceeds the wait threshold.

1           33.    The system of claim 29, further comprising:  
2                means for gathering, for each wireless device, data on event locations where the  
3 wireless device was located and a time the wireless device was located at the event  
4 location.

1           34.    A system for processing information at a wireless device, comprising:  
2                means for receiving information broadcasted within a defined region on event  
3 offerings at a target location for an event time period;  
4                means for accessing scheduled event records for a user of the wireless device,  
5 wherein each scheduled event record indicates one event scheduled for a calendar time  
6 period;  
7                means for processing the scheduled event records for the user to determine  
8 whether the user is available during the event time period; and  
9                means for presenting the information to the user if the user is determined to be  
10 available during the event time period.

1           35.    The system of claim 34, further comprising:  
2                means for providing information on user preferences; and  
3                means for determining whether the received information satisfies one user  
4 preference, wherein the information is not presented to the user if the received  
5 information does not satisfy one user preference.

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1           36.     A system for processing information at a wireless device, comprising:  
2                 means for receiving transmission of event information for a plurality of events  
3     that occur at event locations;  
4                 means for providing a list of user selected events;  
5                 means for determining whether the event information is for one event on the list  
6     of user selected events; and  
7                 means for presenting the received event information for each event that is  
8     determined to be on the list of user selected events.

1           37.     The system of claim 36, further comprising:  
2                 means for determining a current location of the wireless device; and  
3                 means for determining whether the event location is within a proximity to the  
4     current location, wherein the received event information is not presented if the current  
5     location is not within the proximity to the event location.

1           38.     The system of claim 36, wherein the event comprises an activity at an  
2     amusement park.

1           39.     An article of manufacture including code for transmitting information to a  
2     wireless device by:  
3                 determining a current location of the wireless device;  
4                 determining whether the current location is within a proximity to a target location;  
5     and  
6                 if the current location is within the proximity to the target location, then  
7     transmitting information to the wireless device on offerings available at the target  
8     location.

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1           40.     The article of manufacture of claim 39, further comprising:  
2           accessing scheduled event records for a user of the wireless device, wherein each  
3     scheduled event record indicates one event scheduled for a calendar time period;  
4           processing the scheduled event records for the user to determine whether the user  
5     is available to visit the target location, wherein the information is not transmitted if the  
6     user is not determined to be available to visit the target location.

1           41.     The article of manufacture of claim 40, wherein the scheduled event  
2     records are part of calendar information for the user.

1           42.     The article of manufacture of claim 40, further comprising:  
2           providing a data structure indicating a plurality of time periods during which  
3     offerings are available at the target location;  
4           determining whether the user is available to visit the target location within one of  
5     the time periods indicated in the data structure, wherein the information is not transmitted  
6     if the user is not determined to be available to visit the target location during one of the  
7     time periods indicated in the data structure.

1           43.     The article of manufacture of claim 42, wherein the data structure further  
2     includes information for each time period on offerings available at the target location  
3     during the time period, wherein transmitting the information to the wireless device  
4     comprises transmitting the information indicated in the data structure for one time period  
5     during which the user of the wireless device is determined to be available to visit the  
6     target location.

1           44.     The article of manufacture of claim 39, wherein the offerings available at  
2     the target location comprise at least one of goods and services.

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1           45.    The article of manufacture of claim 39, further comprising:  
2           accessing information indicating personal preferences of a user of the wireless  
3 device; and  
4           determining whether the offerings at the target location match at least one  
5 personal preference indicated by the user, wherein the information is transmitted if the  
6 offerings at the target location match one personal preference indicated by the user.

1           46.    The article of manufacture of claim 39, wherein the operations are  
2 performed in response to a push action.

1           47.    The article of manufacture of claim 39, wherein the operations are  
2 performed in response to a pull action at the wireless device.

1           48.    An article of manufacture including code for transmitting information to a  
2 wireless device by:  
3           determining a current location of the wireless device;  
4           providing a data structure including event information for each of a plurality of  
5 events that occur at event locations;  
6           determining whether the current location is within a proximity to at least one of  
7 the event locations; and  
8           if the current location is within the proximity to at least one event location, then  
9 transmitting event information to the wireless device for the at least one event location  
10 that is within the proximity to the wireless device.

1           49.    The article of manufacture of claim 48, further comprising:  
2           accessing event preference information provided by a user of the wireless device  
3 indicating events the user selected, wherein determining whether the current location  
4 within the proximity to at least one event location further comprises determining whether  
5 the event at the event location within the proximity to the current location is indicated in

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6 the event preference information, and wherein the transmitted information is for at least  
7 one event indicated in the event preference information.

1 50. The article of manufacture of claim 48, further comprising:  
2 determining, for all the determined events at event locations within the proximity  
3 to the current location, an optimal order in which the events should be visited based on  
4 the event locations and the current location; and  
5 generating information indicating the optimal order in which the events at the  
6 event locations should be visited, wherein the generated information is transmitted to the  
7 wireless device.

1 51. The article of manufacture of claim 48, further comprising:  
2 determining a wait time at each event whose event location is within the  
3 proximity to the current location; and  
4 determining whether the wait time for each event exceeds a wait threshold,  
5 wherein the event information is not sent for each event having the wait time that exceeds  
6 the wait threshold.

1 52. The article of manufacture of claim 48, further comprising:  
2 for each wireless device, gathering data on event locations where the wireless  
3 device was located and a time the wireless device was located at the event location.

1 53. An article of manufacture including code for processing information at a  
2 wireless device by:  
3 receiving information broadcasted within a defined region on event offerings at a  
4 target location for an event time period;  
5 accessing scheduled event records for a user of the wireless device, wherein each  
6 scheduled event record indicates one event scheduled for a calendar time period;

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7           processing the scheduled event records for the user to determine whether the user  
8   is available during the event time period; and  
9           presenting the information to the user if the user is determined to be available  
10   during the event time period.

1           54.    The article of manufacture of claim 53, further comprising:  
2           providing information on user preferences;  
3           determining whether the received information satisfies one user preference,  
4   wherein the information is not presented to the user if the received information does not  
5   satisfy one user preference.

1           55.    An article of manufacture including code for processing information at a  
2   wireless device by:  
3           receiving transmission of event information for a plurality of events that occur at  
4   event locations;  
5           providing a list of user selected events;  
6           determining whether the event information is for one event on the list of user  
7   selected events; and  
8           presenting the received event information for each event that is determined to be  
9   on the list of user selected events.

1           56.    The article of manufacture of claim 55, further comprising:  
2           determining a current location of the wireless device; and  
3           determining whether the event location is within a proximity to the current  
4   location, wherein the received event information is not presented if the current location is  
5   not within the proximity to the event location.

1           57.    The article of manufacture of claim 55, wherein the event comprises an  
2   activity at an amusement park.

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